



For Immediate Release

Birdair, Inc. to Present Webinar: “Tensotherm – Roofing for Living” to Highlight Material’s Innovative Capabilities

Birdair, Inc., the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, invites architects and industry professionals to participate in its first 2011 webinar: “Tensotherm™ – Roofing For Living®.”

The webinar will take place Wednesday, February 23 from 11 a.m. – noon EST and will provide a comprehensive technical overview of tensile technology and Tensotherm™ with Nanogel® from Cabot Corporation. Tom Connell, P.E., Birdair Principal Tensotherm Engineer, will host the webinar.

Tensotherm is a thin, well-insulated, translucent, and acoustically performing roofing material made from a composite of PTFE fiberglass membranes and Nanogel aerogel. Attendees will explore the history of tensile technology; the process for designing and constructing tensile structures; unique performance characteristics of Tensotherm and how these relate to principles of sustainable design.

“This webinar is part of our new 2011 webinar series that will give architecture, operations and facilities management professionals a better understanding of how to maximize the potential of Tensotherm,” says Kevin Mayer, vice president of business development, sales and marketing for Birdair. “We’re looking forward to connecting with attendees in our live webinars this year by presenting information on Tensotherm and its applications in an interactive format.”

As a full-service specialty contractor, Birdair offers complete design and engineering assistance and solutions throughout the design-build process and has completed more than 1,200 tensile architecture installations worldwide.

Tensotherm™ is a patent pending product of Birdair, Inc.###

About Birdair

Birdair, Inc. is the leading specialty design build contractor of custom tensile structures around the world. In addition to pre-construction services such as design assistance, budgeting, construction methodologies and project scheduling, Birdair provides design-build solutions in all aspects of project design, fabrication, installation and maintenance. The company offers a selection of architectural fabric membranes, including PTFE fiberglass, ETFE film, PVC and Tensotherm™, an insulated tensioned membrane system. Birdair, based in Buffalo, NY, is a member of the Taiyo Kogyo Group, with operations serving North and South America and other international locations. For more information about Birdair, call 1-800-622-2246 or visit www.birdair.com.



Contacts:

Pipitone Group

Alex Oltmanns

Public Relations Strategist

aoltmanns@pipitongroup.com | 412.321.0879

Birdair

Dave Capezzuto

Director of Business Development, North America

dcapezzuto@birdair.com | 716.633.9500